

Sample 2020 Census Message for Tribal Leaders

Background: *The 2020 Census is underway, and it is critical that everyone in the American Indian and Alaska Native (AIAN) community is counted as census responses will inform funding for critical public services for the next 10 years. Below is a sample message for tribal leaders and advocates to share with their communities when census operations resume locally.*

Sample Message: Greetings and good day to you. I am reaching out today with an important message about a small step you can take that will make a big difference for (insert tribal community name.)

Now is the time to help our community count. The 2020 Census is underway and this is our chance to count every single person living in our community—from babies to elders.

The COVID-19 situation has underscored the need for public services we rely on every day and especially during a crisis like this. From emergency management, to health clinics, to food assistance, 2020 Census results will help inform how hundreds of billions in federal funds will support programs and services in communities for the next 10 years.

Our programs, grant requests, and advocates need accurate numbers to tell our story. If our people are not fully counted, our story is not complete and we risk losing out on the funding we need.

We are partnering with the U.S. Census Bureau to get this count right, but we need your help.

Although the Census Bureau paused visits to tribal areas in March, we are now working with them on the right time to resume their visits to our community. If you haven't received a census form in the mail, census takers will soon be dropping off census materials at your doorstep. They will not knock and will simply leave the materials. They will follow tribal health and safety guidelines. You will not need to personally come in contact with them.

If you have already received a census form, please respond today!

Filling out the census takes just a few minutes. You can respond online or, if you prefer, you can respond by phone or return the paper form in the mail. It's easy and completely confidential. The responses are not shared with law enforcement and, by law, cannot be used against you.

The Census Bureau looks at household data by the race of the householder—the person who owns or rents the home. If you would like your household to be counted as American Indian and Alaskan Native (AIAN), be sure to list an adult who identifies as AIAN and who owns or rents the home as the first person. The form also allows you to tell the Census Bureau the name or names of the tribes in which you and others in the household are members.

The time is now to help our community count in the 2020 Census. Thank you.

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our future
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